



### **Service Excellence Specialist – Hospitality Operations**

Specialization in Rooms Division and Operations Management - AHLEI

Revenue Management Certification – Strive

Certified OJS & Responsible Business Hotel Trainer – Rezidor Business School

MBA in International management – Swiss Business School

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## **Rooms Division and Management Competencies**

Dedicated and highly driven hospitality professional offering 20 years of progressive experience in hospitality business. Expert in implementing innovative strategies that generate revenues, build dynamic teams, ability to develop Champions to deliver exceptional customer service. Excellent communicator with strong negotiation skills, who can form positive, consistent, long-term productive relationships with management, peers, staff and guests.

- ✓ Expert in Revenue Management to maximize revenues growth on all revenue distribution channels maximizing ADR with dynamic pricing strategy (Up-selling Techniques and SMART Objectives)
- ✓ Customer Relationship Management, Guest Recognition Program, Budget Planning & Development
- ✓ Employee Relations, Gender Diversity and Talent Acquisition, Job Rotations and Assignments
- ✓ Learning & Development; On-Job and Classroom Trainings, Staff Coaching and Mentoring
- ✓ Disciplined and flexible problem-solving approach that balances business goals with employee

## **Education**

-  **SBS-Swiss Business School, Zurich, Switzerland**  
Global MBA in International Management (UAE Campus)
-  **AHLEI-American Hotel & Lodging Educational Institute, Washington DC, USA**  
Higher Diploma in Hospitality Management with Specializations in Rooms Division & Operations
-  **COTHM-College of Tourism & Hotel Management, Lahore, Pakistan**  
Certificate in Hotel & Restaurant Administration (Top Position)
-  **OSU-Oklahoma State University, Oklahoma, USA**  
Continuing Education at School of Business Administration

## **Specialized Course Certifications - AHLEI (USA)**

- |                                    |                                 |                                   |
|------------------------------------|---------------------------------|-----------------------------------|
| • Managing Front Office Operations | • Understanding Hospitality Law | • Hospitality Sales & Marketing   |
| • Housekeeping Operations          | • Training & Development        | • Food & Beverage Operations      |
| • Managing Food & Beverage Service | • International HR Management   | • Managing Finance in Hospitality |
| • Facilities Management & Design   | • Managing Technology           | • Basic Hotel & Restaurant Acct.  |

## Training and Certifications

- COVID-19 Certification from MBRU; Mohammed Bin Rashid University of Medicine & Health Sciences
- Revenue Management Excellence (Stage I & II) at Pearl Continental Hotels & Resorts by Strive (USA)
- Lobster Ink Certifications in Front Office, Housekeeping, and F&B Management Modules
- SOTF; Star-of-the-Future - 18 months development program by Pearl Continental Hotels & Resorts
- Certified Hotel Trainer for Responsible Business & On-Job-Skills at Rezidor Business School (UAE)
- Fire Safety Training Program & actively participate in the Emergency Response Team Drills
- Train the Kraft Trainer One-to-One Program by (Matrix Training Solutions) at JAL Hotels (UAE)
- CPR-Emergency Life Support & Basic First Aid by PRM International, St. John Ambulance (UK)
- Diploma for excellence shown in the industry's most advanced Front Office & Reservations Training Program; (The Transient Edge TM) at various InterContinental Hotel Group properties (USA)
- 'Building a Guest Service Attitude' course at the Holiday Inn Select by IHG (USA)

## Career Summary and Significant Achievements



**Director of Rooms – 607 Rooms**  
**Pearl Continental Lahore, Pakistan**

**November 2020 – Present**

- Promoted to lead and manage all aspects of the reservations, front office, housekeeping, laundry, and recreation departments
- Recruit, manage, train, and develop the Room Division team
- Manage the departmental budget
- Maximize rooms revenue through participating in yield management meetings and implementing supporting agreed upon Revenue Management strategies and practices
- Ensures that every colleague within the Rooms Division has a clear Individual Development Plan documented in his annual appraisal and the same is followed during the course of the year
- Attends BRM; Business Review Meetings on quarterly basis
- Handles guest complaints if they have not been dealt with by team members and provides a rapid solution
- Manage Trust You; hotel reputation management system and respond to guest reviews in most courteous and professional manner



**Front Office Manager – 607 Rooms**  
**Pearl Continental Lahore, Pakistan**

**July 2016 – October 2020**

- Responsible to manage day-to-day front office operation; Communication Center, Reservations, Guest Relations, Concierge, Airport Facilitation Office, Business Center, Health Club, Spa, Recreation
- Successful conversion of PMS from Opera to IDS Next FX Reservations and Guest Services in July 2020
- Designed and implemented a comprehensive project on employee development and career path
- Introduced and successfully implemented Lobby Ambassador and guest recognition programs
- Formation and implementation of COVID-19 SOPs in compliance with Health Department
- Achieved Booking.com rating from 7.5 to 8.0 based on 2,370 guest reviews in 2020
- TripAdvisor ranking no. 2 (4.5) based on 2,219 reviews achieving 'Certificate of Excellence' in 2019
- Improved Department's MOR; Management Operations Review from 72% to 95% in 2019
- Increased 17% GSS in year 2018 on Revinate; Online Hotel Reputation Management System (Exceeded target by 5% YTD; from 52% to 80% in 2018) and Trust You YTD from 88% to 91% in 2020
- Reduction by 70% in newspaper cost per year after introducing electronic multi-lingual newspaper
- Implementation of Happy-to-Help Communication Center; one-window operation service concept
- Lobster Ink Development Program; Trained 60 team members, shown 15% improvement after TNA
- Planned & successfully executed the largest HBL Group arrival/departure consisted of 450 rooms

- Developed, promoted, transferred 15 team members for various positions at the management level
- YPO Award; Achieved Certificate in recognition for Front Office Department for outstanding dedication and commitment at Young President Organization Conference held in February 2017
- Management Appreciation Award for committed and dedicated services by Hashoo Foundation



**Cluster Rooms Division Manager - 442 Rooms**

**June 2015 – June 2016**

**Cassells Ghantoot Resort Abu Dhabi, Cassells Al Barsha Dubai, RAK Hotel, UAE**

- Responsible for operations of front office, housekeeping, laundry, security & recreation departments
- Designed and implemented SOPs of rooms division to ascertain quality of work in all group hotels
- Administers ReviewPro; hotel online reputation program to oversee and evaluate overall rooms divisions' performances. Showed improvement by 8% in overall online scores
- Implemented energy-saving practices to control the costs in housekeeping and laundry areas



**Front Office Manager – 312 Rooms**

**May 2013 – June 2015**

**Cassells Al Barsha Hotel Dubai, UAE**

- Built a focused team to achieve SMART objectives in line with department's strategies
- Introduced the Guest Relations sub-departments in all group hotels to offer personalized services
- Revised and implemented VIP guest classifications and guest recognition programs
- Implementation of online newspaper and reduced cost by 50%
- Successful conversion of IDS PMS to Prologix First-WISH.NET in summer 2015
- Promoted as Cluster Rooms Division Manager and transferred to Head Office in June 2015



**Assistant Front Office Manager – 257 Rooms**

**July 2010 - May 2013**

**Radisson Blu Resort Fujairah, UAE**

- Achieved no. 1 ranking out of 9 Radisson Blu properties in UAE through GSI online guest feedback system called 'Medallia' by Carlson Rezidor Hotel Group
- Responsible Business Hotel Trainer; successfully trained 276 team members in period of 3 months
- Achieved the target by 3% to register the guests for hotel loyalty program, 'Club Carlson'
- Certified OJS; On-Job-Skills Trainer
- Assistant Group Leader – Emergency Response Team



**Duty Manager – 257 Rooms**

**Feb 2008 - July 2010**

**Hotel JAL Fujairah Resort & Spa, UAE**

- Nominated as 'Champion' in up-selling of rooms
- Achieved target of tele-marketing sales project as added responsibility in summer 2009
- Increased members for 'Fountains Club' loyalty program and exceeded target by 7% in 2009
- Certified Kraft Trainer
- Deputy Controller of Emergency Response Team



**Operations Manager**

**Dec 2003 – May 2006**

**Conoco Phillips Oil & Energy, Oklahoma, USA**

- Increased sales and product line by 25% in one year



**Night Manager – 308 & 316 Rooms**

**Dec 2001 – Nov 2003**

**Crowne Plaza Washington Airport & Crowne Plaza Tysons Corner, Virginia, USA**

- Achieved (A Big Three Award) as ‘Best Employee-of-the-Month’ in January 2002
- Cross-trained in Accounts Department; Accounts Receivables/Payables



**Night Auditor – 104 Rooms**

**Jan 2001 – Dec 2001**

**Ramada by Wyndham Tulsa International Airport, Oklahoma, USA**

- Pre and post night audit functions
- Dealt with Air Crew segment and arranged arrivals/departures



**Front Office Supervisor – 325 & 178 Rooms**

**Jan 1998 - Dec 2000**

**Holiday Inn Select & Holiday Inn Suites Old Town-Alexandria, Virginia, USA**

- Group Secretary; actively participated in the Safety & Quality Committee of the Holiday Inn Select
- Buddy Trainer for front desk, supervised check-ins/outs, group handling, and night audit procedures

## Volunteer Participations

- Education Ambassador of COTHM International; College of Tourism and Hotel Management
- Visiting Faculty Member at COTHM and Hashoo Foundation; Educational Institutes of Hospitality
- Guest Speaker at COTHM and Hospitality Seminar by Ittehad Hotels and Pakistan Tourism Dev. Corp.
- Attend industry functions in collaboration with sales team, such as (ATM) Arabian Travel Market in UAE
- Member – AHLEI; American Hotel and Lodging Educational Institute
- Represented Pearl Continental Cricket Team as a Captain for participating in DSL; Descon Super League